

Message Text

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TO USLO PEKING

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E.O. 11652: N/A

TAGS: BEXP, ETRD, CH, US

SUBJECT: TRAVEL BY PRCLO COMMERCIAL OFFICERS TO ST. LOUIS

1. EFFORTS BY PRCLO OFFICERS TO SEE MORE OF US OUTSIDE WASHINGTON CONTINUED THIS MONTH WITH TRIP BY COMMERCIAL OFFICERS CHANG CHIEN-HUA, HUANG WEN-CHUN, WANG TIEN-MING AND HSU SHANG-WEI TO ST. LOUIS AND AKRON ON NOVEMBER 20 AND 21. VISIT WAS SPONSORED AND ARRANGED BY MONSANTO COMPANY, WITH ASSISTANCE FROM THE NCUSCT AND THE DEPARTMENTS OF STATE AND COMMERCE.

2. FROM ALL ACCOUNTS, TRIP WAS A GREAT SUCCESS; CHINESE GUESTS WERE QUICKLY PUT AT EASE, AND SEEMED RECEPTIVE AND GENUINELY INTERESTED IN WHAT THEY SAW. HIGHLIGHTS WERE VISIT TO MONSANTO HEADQUARTERS AND LARGE INTEGRATED (AND HIGHLY AUTOMATED) CHEMICAL FACILITIES IN ST. LOUIS AREA, VISIT TO RUBBER TESTING LABORATORY IN AKRON, AND DINNER WITH ST. LOUIS BUSINESS LEADERS ON EVENING OF NOVEMBER 20.

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HOSTS ALSO FOUND TIME TO FIT IN SOME SIGHTSEEING. THE

DINNER, WHICH WAS ATTENDED BY CHAIRMEN OR CHIEF EXECUTIVE OFFICERS OF LEADING ST. LOUIS COMPANIES AND BANKS (INCLUDING RALSTON-PURINA, PET, SEVEN-UP, ANHEUSER-BUSCH, GENERAL DYNAMICS, MCDONNELL-DOUGLAS, LOCAL BANKS, ETC.) PERMITTED RELAXED EXCHANGE BETWEEN CHINESE AND BUSINESS LEADERS AND ALSO PROVIDED A USEFUL OPPORTUNITY FOR NCUSCT EXECUTIVE DIRECTOR THEROUX TO OUTLINE ACTIVITIES OF HIS

ORGANIZATION AND HIGH POINTS OF RECENT NCUSCT TRIP TO PRC. DURING VISIT, NEW MONSANTO PRESIDENT JOHN HANLEY DELIVERED A FEW DIPLOMATIC REMARKS ON HIS BUSINESS PHILOSOPHY (WHICH WERE APPARENTLY WELL RECEIVED) CONCERNING NEED FOR LARGE US CORPORATIONS TO EXERCISE RESTRAINT AND RESPONSIBILITY IN THEIR OVERSEAS ACTIVITIES, AND TO BE ALERT TO OPPORTUNITIES IN DEVELOPING AREAS OF THE WORLD, EVEN IF THIS MEANS FORGOING NORMAL CONCEPTS OF PROFIT. MONSANTO PRESENTED CHINESE WITH DETAILED PROPOSAL FOR COOPERATION IN THE AREA OF AGRICULTURAL CHEMICALS, AND PLANS A SUBSEQUENT WRITTEN PROPOSAL IN THE RUBBER FIELD.

3. VISIT WAS PARTICULARLY NOTEWORTHY FOR MONSANTO'S CAREFUL PLANNING AND ATTENTION TO DETAIL--WHICH WERE DULY NOTED AND APPRECIATED BY CHINESE GUESTS. VISITORS WERE FLOWN OUT BY COMPANY PLANE, SERVED TEA ON BOARD, DISPLAY SIGNS ON EXHIBITS WERE IN CHINESE AND ENGLISH, ETC. KISSINGER

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